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1953

*Catalogue and Price List*

RENNIE'S HIGH GRADE

*Strawberry Plants*

New England's Best



GEORGE RENNIE FARM

Strawberry Specialists

ANDOVER

MASSACHUSETTS

Telephone 706



1908 — 1953

Once again we are pleased to greet our many customers, both old and new. We thank them heartily for their patronage. We especially thank those who have recommended our plants to their neighbors and friends.

For 45 years we have been growing and shipping strawberry plants, starting in 1908 in a small way. The business has increased from a few thousand plants the first year, until now we are shipping plants to all the northeastern states. The land here is ideal for growing plants, a light sandy loam, which allows the plants to go down deep into the soil, making very large roots that are sure to grow. We grow all our own plants and if we should be sold out of any variety, we say so. In digging plants we dig the whole row, discarding all small plants, also the old or mother plants. Our plants are all dug after your order is received, taken to the packing room, cleaned and trimmed, ready to set out in the field. This trimming of the plants makes them very easy to set out and saves you much time and labor, just when you are rushed with your Spring work.

Trusting that we shall continue to receive a share of your patronage and hoping that this will be a successful and prosperous year for you, we are

Very truly yours,

THE GEORGE RENNIE FARM

Wallace Rennie, Owner.



## BRIEF CULTURAL DIRECTIONS FOR THE BEGINNER

**Soil.** Almost any land that will grow corn will grow strawberries.

**When to Plant.** The earlier in the Spring the better. As soon as you can prepare the ground in good shape so the Spring rains will give the plants a good start. Plants do best when set before they start to grow very much.

**Preparing the Ground.** Spade or plow under a good coat of barnyard manure, then harrow till it is nice and mellow. If barnyard manure can't be had you can use hen manure or a 4-12-4 fertilizer, 1,000 lbs to the acre spread broadcast, then harrow it in.

**Planting Distance Apart.** We recommend making the rows four feet apart and setting the plants 18 to 30 inches in the row depending on the variety and the fertility of the soil. On good land vigorous plants set at 24 to 30 inches between plants will make a good fruiting row. You will get a bigger yield and the berries will be fancier than if the plants were set nearer and allowed to mat too close. This will also make the initial cost of your planting lower.

**Setting the Plants.** A good many strawberry growers use a spade to make the holes to set the plants in, one man to make the holes and another to set the plants. Others use a mason's trowel. Push it straight down in the ground, then push back and forward, this makes a V shaped opening. Hold the plant with the left hand while you fill in the earth with the right, then firm the earth around the plant. Be sure to set plants very firm in the

ground. More plants die every year from being set too loose in the ground than all other causes combined. Great care should be taken to set the plant at the right depth, with the crown of the plant even with the surface of the ground.

**Picking Blossoms from New Set Plants.** The standard or June bearing varieties are not expected to produce a crop the year they are planted. The blossom stems should be pinched from all plants as soon as they appear. This throws the strength into the plant and makes strong, healthy plants that will grow a big crop of fruit the following season. Everbearing varieties should have all blossoms picked off until July 1st of the first year. This will give you berries during late Summer and Fall the year they are planted.

**Cultivation.** We recommend shallow cultivation as soon as the plants are set. This levels the ground and holds the moisture. Cultivation should be kept up right through the growing season. About the last of November plants should be covered with two inches of meadow hay, rye straw or pine needles, or any covering you may have handy provided it is free from weed seeds.

**Profit and Pleasure in Growing Strawberries.** Strawberries yield quicker returns than any other fruit crop. With no other fruit crop can you set plants or trees one Spring and harvest a full crop of fine fruit the next Spring. "Strawberries bring in early money." They are one of the first crops to be harvested in the Spring. They bring in money when most needed just after a hard Winter. No other crop has brought the farmer as much profit during the past few years as the strawberry crop.

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## STANDARD VARIETIES

### Howard 17 (Per.) Early

Since the Howard was introduced in 1915, it has been the leading early berry. It is the berry that most new varieties are judged by. Growers have made more money with Howard 17 than with any other variety.

Howard 17 does well on any kind of soil and is very productive. The berries are beautiful, having a bright, glossy color, a berry that looks good in the box or tray.

Howard 17 berries are a large size and hold their size well throughout their long bearing season. The berries are very easy to pick as they have no green points.

We have one of the best strains of Howard 17 in New England, as we use only the best plants in our breeding beds.

The Howard 17 should not be allowed to set too many plants, as after heavy rains or during wet, misty weather, they will not dry off. Berries will then be soft and there will be some rot. Keep plants well spaced. This gives them a chance to dry off after rain.

Howard 17 is still one of our best selling varieties and we recommend that you place your order early. Send a small remittance with your order, balance when you want plants shipped.

Howard 17 Prices on Page 7.

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**You will do us a favor by showing this catalogue to your friends.**



### **PREMIER EXTRA EARLY**

We have always believed Howard 17 and Premier to be of the same variety. However, some of our customers have purchased the plants under the name of Premier. We purchased our Premier plants from a leading Michigan grower, and any of our customers may have the true Premier by ordering them under that name.

Premier Prices on Page 7.

### **CATSKILL (Per.) Midseason**

The Catskill is a midseason berry; ripens about a week after the Howard 17. A cross of the Marshall and the Howard 17, the plants are large, vigorous and yield real heavy crops. The berries are very large, firm, bright red in color, glossy and attractive, and good quality. The bright shiny red berries make an attractive package in the basket or in the crate. The berries are so large they should be sold in trays rather than in crates. On rich land the Catskill makes too many plants and should not be allowed to set too many as we find the largest and finest berries are always where plants are fairly wide apart. The Catskill keeps good size to the last picking and to be at its best should have fairly heavy and rich land. Anyone growing for market cannot go wrong in planting Howard 17 for an early berry and Catskill for a midseason to late berry. The berries are produced on strong stems that keep the berries up off the ground. They dry off after heavy rain and you get very few rotten berries. The Catskill is getting to be better known now. Every year we increase our plant-



ing of Catskill. Plant the Howard 17 on the light to medium land and the Catskill on the heavy land. Catskill Prices below.

### **ROBINSON (Scarlet Beauty) Per.**

Robinson, also known as Scarlet Beauty, is a medium size plant with long root system and is a vigorous grower. They should not be set closer than 30 inches between plants to help keep them from crowding.

The berries are a brilliant red color, have honey sweet flavor and are very large and firm and keep their size until the end of the picking season. Include a few Robinson in your order this Spring and compare them with your Howard 17 or Catskill.

### **Price List of Howard 17, Premier, Catskill, and Robinson**

| By Parcel Post Prepaid |            |            |             |
|------------------------|------------|------------|-------------|
| 25 Plants              | 50 Plants  | 100 Plants | 200 Plants  |
| \$1.20                 | \$1.90     | \$2.75     | \$5.40      |
| 300 Plants             | 400 Plants | 500 Plants | 1000 Plants |
| \$7.75                 | \$9.50     | \$11.00    | \$20.00     |

| By Express or Called For at Farm |            |            |             |
|----------------------------------|------------|------------|-------------|
| 25 Plants                        | 50 Plants  | 100 Plants | 200 Plants  |
| \$1.00                           | \$1.75     | \$2.60     | \$5.30      |
| 300 Plants                       | 400 Plants | 500 Plants | 1000 Plants |
| \$7.50                           | \$9.25     | \$10.75    | \$19.50     |

### **How to Reach Our Farm by Automobile**

Come to Andover Square, then go down Central Street and under the railroad bridge, keep to the left, then first right. Our farm is the eleventh house on the right on Argilla Road.

**EMPIRE (Per.)**

Empire is a new variety introduced at the Geneva Experiment Station in 1950 by Dr. George L. Slade. It is a mid-season variety ripening about the same time as Catskill. It is a vigorous grower and plants should not be set closer than 24 to 30 inches in the rows. The berries are large, very attractive and hold their size well during the whole season. Empire quality is better than Howard 17, but not quite as good as Catskill. We think this is a most promising new variety and we highly recommend that you plant some for trial this season. Empire Prices on Page 9.

**SPARKLE (Per.)**

Sparkle is a midseason to late berry that was recently introduced by the New Jersey Experiment Station. It is a vigorous grower (plants should not be set closer than 30 inches in rows) and heavy yielder of medium size berries. The berries are of the highest quality and have a sparkling appearance. This variety is recommended for freezing. Sparkle Prices on Page 9.

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**If you should order your plants over the phone be sure you get the right number. Andover 706. Ask for George Rennie Farm.**



**FAIRFAX (Per.)**

Fairfax is an early ripening berry, very firm and one of the sweetest berries grown. You can't beat it for flavor. It is dark red in color. Unless it has the land that suits it, the berries do not keep their big size and the yield will not be as heavy. We recommend it to home gardeners or growers who prefer quality rather than quantity.

**Price List of Empire, Sparkle, and Fairfax****By Parcel Post Prepaid**

|            |            |            |             |
|------------|------------|------------|-------------|
| 25 Plants  | 50 Plants  | 100 Plants | 200 Plants  |
| \$1.25     | \$2.00     | \$3.25     | \$6.00      |
| 300 Plants | 400 Plants | 500 Plants | 1000 Plants |
| \$8.50     | \$10.50    | \$12.00    | \$22.00     |

**By Express or Called For at Farm**

|            |            |            |             |
|------------|------------|------------|-------------|
| 25 Plants  | 50 Plants  | 100 Plants | 200 Plants  |
| \$1.00     | \$1.75     | \$3.00     | \$5.90      |
| 300 Plants | 400 Plants | 500 Plants | 1000 Plants |
| \$8.25     | \$10.25    | \$11.75    | \$21.50     |

162 Ingleside Ave.  
Worcester 4, Mass.

George Rennie Farm  
Andover, Mass.

Dear Sirs:

Enclosed please find your order blank with which I have placed another small order. Also, attached please find my check.

I wish to thank you for the excellent service I have received from the George Rennie Farm. Your plants have always arrived on schedule and in a most excellent condition.

Thank you for your continued interest in my small orders.

Very truly yours,  
(signed) Walter R. Szarek.

**GEM EVERBEARING (Per.)**

We have tried most of the everbearing varieties and we consider Gem to be one of the best.

Introduced to the trade in 1934, Gem makes a vigorous growth of medium sized plants. The foliage is very healthy with no leaf spot. The berries are average in size, bright red in color, very showy and attractive in a box. We suggest the Gem to home gardeners who wish to have berries out of season during August, September and October. We do not consider the everbearing to be profitable when grown commercially.

Gem does well grown in the hill system or narrow row. For the narrow row set plants 18 inches apart in the row, with rows 3 1-2 feet apart and let each plant make six to eight runner plants.

Gem plants should be set as early as you can prepare the land in good shape. Keep all blossoms picked off until July 4th. They should start to fruit about August 1st and continue to fruit until the last of October. They will also bear a crop the next Spring. The Spring crop we do not recommend for table use as we find the berries very tart. However, they make excellent jam or jelly.

|              | By Parcel Post | By Express or<br>Called For at Farm |
|--------------|----------------|-------------------------------------|
|              | Prepaid        | Not Prepaid                         |
| 25 Plants    | \$ 1.50        | \$ 1.25                             |
| 50 Plants    | 2.75           | 2.50                                |
| 100 Plants   | 4.25           | 4.00                                |
| 200 Plants   | 8.25           | 8.00                                |
| 300 Plants   | 11.25          | 11.00                               |
| 400 Plants   | 13.25          | 13.00                               |
| 500 Plants   | 15.00          | 14.75                               |
| 1,000 Plants | 25.00          | 24.50                               |



**SUPERFECTION EVERBEARING (Per.)**

Superfection was originated in Michigan by the same man who brought out Gem. It is similar to Gem in many ways. With us Superfection set a heavy crop of berries in the Fall and they held their size well. To have fresh berries during August, September, and October, we would suggest that you plant some Superfection this Spring.

Prices same as Gem.

**NOTICE**

We do not have strawberry plants for sale in the Fall. We find that plants set in the Spring usually start to grow faster and are easier to take care of. There is also a danger that Fall set plants may winter kill.

South Street  
Northboro, Mass.  
April 28, 1952

George Rennie Farm  
Andover, Mass.

Gentlemen:

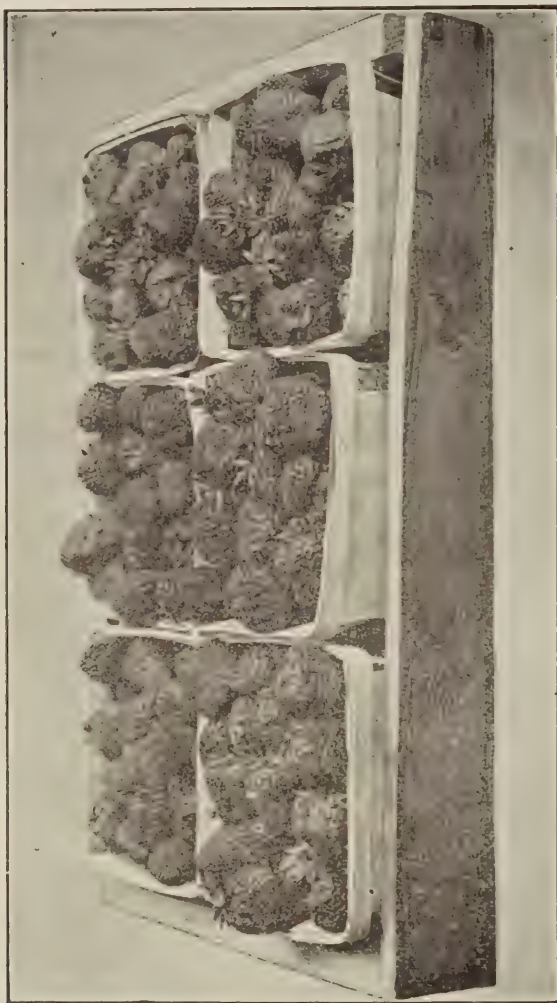
Kindly ship by parcel post 150 strawberry plants as listed below:

100 Howard 17  
25 Catskill  
25 Robinson

I have purchased plants from your establishment for the past two years and no one in this area has been able to compete with my berries. I recommend your varieties to all my friends.

Respectfully,

(signed) Louis E. Barton



A Tray of Everbearing Berries

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**We Pay Parcel Post Charges — You Pay Express Charges**



## ORDER YOUR PLANTS EARLY

When your order is received by us it is booked and the plants are reserved in the fields until the time you want them. We estimate the number of plants we believe we have in the fields and as soon as we have booked this amount we are forced to refuse any more orders. Later in the season as our back orders are filled, we sometimes have a few more plants and start taking more orders again. This may explain to some who had their orders refused and later find a neighbor or friend was able to get plants much later in the season from us. We try to play no favorites and treat all our customers the same.

The next two or three years should be very profitable for the man who has the time to give good care to his strawberry plants. Fancy berries sold in this section last year at very good prices, and stores could not get enough of them to supply their trade. It will take you no longer to plant, cultivate and harvest your berries at these good prices than when they are sold for much less and therefore your margin of profit will be much larger per quart than before.

Again we say, if you are planning to order some of our plants won't you place your order early so we may reserve your plants for you.

## SPACING OF PLANTS

Most growers allow far too many plants to set in the row. We believe that the largest crops of the finest berries can be grown in rows two and a half to three feet wide with runner plants spaced

## 14 GEORGE RENNIE FARM, ANDOVER, MASS.

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seven or eight or even nine inches apart. Any plants that set closer than this should be treated as weeds and should be cut off with the hoe when hoeing the plants. Have one end of the hoe very sharp for this purpose. In the matted row you will find the most and largest berries are at the side of the rows. That is because they have more moisture than plants in the middle of the rows. In the spaced rows they have all the moisture they need to make large fruit. In the spaced rows you have very little rot as they dry off better after rain. You also get larger berries in a dry season. We have a customer on the North Shore who set out 500 Howard 17 plants. He allowed each plant to make only eight runners spaced nine inches apart and he picked from the 500 plants 1300 quarts of berries. Many of the growers in that town are following his system now. Some growers may think this is too much work. Suppose you try spacing the plants in two or three rows and compare these with the rest of your bed.

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### **Commonwealth of Massachusetts**

### **STATE DEPARTMENT OF AGRICULTURE**

Official Certificate No. 17

Boston, July 7, 1952

### **To Whom it May Concern:**

**This is to certify** that I have this second day of July completed the inspection of the strawberry stock of George Rennie Farm grown at Andover, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden.

This certificate good until July 1, 1953.

Inspected by P. C. Kuzniski

(signed) Q. S. Lowry

Assistant Director.

### PLANTING DEPTH



Too Deep

Too High

Just Right

### HOW WE PREPARE OUR LAND FOR STRAWBERRIES

We plant one quarter of our land to strawberry plants every year. Every fall the land that is not in strawberries is planted to Winter Rye. This is plowed under in the Spring, about the middle of June. Then we plant buckwheat and this is plowed under when it starts to form seed. This keeps the land well filled with humus and holds the moisture. When a dry time comes the plants never show it.

We fertilize with hen manure mostly and stable manure when we can get it. This is plowed under in the Fall. The land is plowed again in the Spring, then harrowed until it is nice and mellow and ready for planting. We always get our plants set out between the first and twentieth of April. About two weeks after planting we use a 4-12-4 fertilizer to start the plants, a handful to every five or six plants, then hoe it in.



16 GEORGE RENNIE FARM, ANDOVER, MASS.

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Derby Ave.  
Orange, Conn.  
March 3, 1952

George Rennie Farm  
Andover, Mass.

Dear Mr. Rennie:

I am enclosing my order for strawberry plants for this season.

I would like to have these arrive here on April 18th so I can set them out on Saturday. As I am planting on a lower piece of land this year than last, this date may be a little early, and, if so, I will let you know in time so you can hold them until a later date.

I have always found your plants very satisfactory and would like you to know that last season I picked 197 quarts of Robinsons from 100 plants—also picked 291 quarts of Catskills from 100 plants.

All our customers who bought Robinsons from us last Spring raved about their delicious flavor, most of them used the berries entirely without sugar.

I am enclosing check in payment for these plants.

Thanking you for your usual careful handling of this order, I am

Very truly yours,

Elwood E. Zinn.

Note:

Mr. Zinn sets his plants in rows four feet apart and the plants 30 inches apart in the row. He hand spaces the runner plants to be 6 to 9 inches apart and lets the rows get to be 24 to 28 inches wide. The above letter shows what can be accomplished when a grower has good land and gives his plants excellent care.

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Order your plants early. A small remittance is all that is required with your order. Send balance when you want plants shipped.

# PLEASE USE THIS ORDER BLANK

## GEORGE RENNIE FARM

**Strawberry Specialists**

**Andover, Mass**

Please forward to      Date of Order .....

Name .....

Street ..... R. D. No. ....

Post Office ..... State .....

Express Office ..... Ship by .....  
(Mail or Express)

Ship plants on or about .....

Please write name and address plainly, and fill all blanks. Always state how goods shall be sent, attach price to each article and add up accurately. **MAKE CHECKS OR MONEY ORDERS PAYABLE TO GEORGE RENNIE FARM.**

| QUANTITY | VARIETY OF STOCK ORDERED  | PRICE   |       |
|----------|---------------------------|---------|-------|
|          |                           | DOLLARS | CENTS |
|          | Howard 17                 |         |       |
|          | Premier                   |         |       |
|          | Empire                    |         |       |
|          | Catskill                  |         |       |
|          | Robinson (Scarlet Beauty) |         |       |
|          | Sparkle                   |         |       |
|          | Fairfax                   |         |       |
|          | Superfection Everbearing  |         |       |
|          | Gem Everbearing           |         |       |
| Total    |                           |         |       |

**If You Order Late in the Season Give a  
Second Choice**

**True to Name.** While we use every precaution to have all plants, etc., true to name (we believe we come as near doing this as anyone in the business), we will not be responsible for any sum greater than the cost of stock should any prove otherwise than represented.

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Please write below the names and addresses of any acquaintances and friends who might be interested in, or buyers of strawberry plants, and we will send them a catalogue.

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The Forest Road  
Bellows Falls, Vt.  
March 28, 1952

George Rennie Farm  
Andover, Mass.

Dear Sirs:

On March 15th I sent an order for 500 Catskill strawberry plants to be shipped on or about April 15th and have decided to make the order for 1,000 plants instead. I find weather conditions will not warrant such an early shipment and think a week or ten days later might be better.

The plants I received from you last year were by far the best I have ever received from any grower. Thank you.

Very Truly yours,

(signed) William M. Colburn.



Camden, Maine  
April 4, 1952

George Rennie Farm  
Andover, Mass.

Dear Mr. Rennie:

Enclosed please find check for \$19.50 on my order for strawberry plants. I will send the balance the first of May. I hope you will be able to supply me a thousand Fairfax for am very fond of them. The plants I got from you last Spring were very nice and am hoping they wintered well.

Sincerely,

(signed) Mrs. Lee Ellis.

Phillips, Maine  
May 5, 1952

George Rennie Farm  
Andover, Mass.

Dear Sirs:

The season has advanced more rapidly than we thought possible when we ordered strawberry plants from you and we would appreciate it if you would send them as soon as possible.

We have been highly pleased with the plants purchased from you and receive many compliments on our berries.

Very truly,

(signed) Enfield W. Plummer.

March 28, 1952

George Rennie Farm  
Andover, Mass.

Gentlemen:

Please send me 100 Howard 17 and 100 Catskill Strawberry Plants. Please ship to arrive here on or before April 19th so I can plant on the week-end.

The plants I received last year were the best I ever planted.

Very truly yours,

(signed) Andrew Fransen.



## **Be Your Order Large or Small, We Will Treat You "On The Square"**

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**Terms**—Cash must accompany all orders. No plants shipped C. O. D.

**How to Remit** — Post Office, Express, Money Order, Registered Letter or Bank Draft.

**Claims**—Must be made on receipt of plants, so that mistakes (should any have been made), may be promptly corrected.

All plants are fresh dug when wanted, kept away from both sun and wind, taken to the packing room to be **trimmed** ready for planting; tied in bunches of 26, labeled and set in moss in light boxes or crates, and delivered to the post office or express office at Andover, Mass.

We take the greatest care to have all plants true to name and in case any should prove otherwise we will not be liable for any amount greater than paid us for the plants.

Orders should be sent as soon as possible and your order will be booked and shipped when wanted.

A card will be sent notifying you when plants are shipped by express, so you can be on the lookout for them.

**GEORGE RENNIE FARM, Andover, Mass.**

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**Get Your Order In Early**